



Annual Farmer's Market Conference March 17th, 2015

Agenda

8:00 am - Conference Registration & Scale Certification begins

**9:00 am – Conference Begins - Welcome Remarks by Maryland Department of Agriculture
Secretary Joseph Bartenfelder**

9:10 am – New Farmers Market Pricing Program: Levi Geyer –*USDA Agricultural Marketing Service*

9:25 am – New Farmers Market Nutrition Program Market Finder App: Shelby Watson
Hampton – *Maryland Department of Agriculture.*

9:35 am – Running a Successful Winter Market: Marc Rey – *Waverly Farmers Market*

9:50 am – Niche Marketing - How to Attract New Customers: Doug Hill – *Cabin Creek Heritage
Farm & John Maniscalco – Chesapeake Greenhouse*

10:30 am –Farmers Market Sign Program & Maryland's Best Program: Mark Powell – *Maryland
Department of Agriculture*

10:45 am – Break

11:00 am - Marketing Tips for the Farmer & the Market Manager: Ginger Myers – *University of
Maryland Extension & Katie Baker – Crossroads Community Food Network.*

12:00 pm - Networking Lunch

1:00 pm – Programs, Resources & Permits for Food Safety: Amy Kovak – *Maryland
Department of Agriculture & Lisa Staley – Department of Health & Mental Hygiene*

2:00 pm - New & Emerging Market Opportunities: Amy G. Crone – *Maryland Farmers Market
Association & Kevin Atticks – Maryland Wineries Association*

2:50 pm –Break

3:00 pm - FMNP/SFMNP/FVC Presentation & Training: Shelby Watson – *Maryland Department
of Agriculture & Terri Buckler- Maryland Department of Health & Mental Hygiene*

4:00 pm - Closing Remarks & Conclusion

Big Thanks to our Sponsors of Today's Conference!

